

**LOS ANGELES COUNTY DEPARTMENT OF MENTAL HEALTH
Office of the Deputy Director of Strategic Communications**

Access for All UsCC Subcommittee Minutes

September 11, 2019

10:00AM – 12:00PM

12901 Venice Blvd., Los Angeles, Ca. 90066

Present: Amy Kay, Roque Bucton, Yael Swerdlow, Alex Elliott, Cody Hanable, Yolanda Centro, Sylvia Gonzales-Youngblood, Arnold Youngblood,

On Phone: Wendy Cabil, Ary Nassiri, Misha Elder, Alice Burdett, Junko Nagamatsu, Hector Ramirez, Pam Inaba and Bernice Mascher and Trishmonisha Blagdon

Interpreter: Alexis Tarret #1 and Lianna Carrera Interpreter #2

DMH Staff: Mirtala Parada Ward and Connie Acosta Castaneda

Agenda Items	Comments/Discussion/Recommendations/Conclusions
Welcome/ Introductions	Attendee introductions
Meeting Norms / Protocols	<ul style="list-style-type: none"> • Be mindful and respectful of others • No side bar conversations • If you need to leave the meeting early, either by phone or in person, please do so quietly • Please raise your hand or ask to be added to the “que” if you want to give input or have a comment • The Code of Conduct is distributed at every meeting for your attention and review
Review of Code of Conduct	The Code of Conduct was distributed and reviewed. Members were informed that signing it is voluntary, but they were encouraged to abide by it.
Review of Minutes	August 14, 2019 meeting minutes were reviewed and approved with no correction. A motion to approve the minutes was taken by Wendi Cabil and seconded by Alex Elliott.
Social Media Website Update	How does DMH handle other social media accounts?

Rogue Bucton: He asked how we are going to manage the social media sites. Who is going to monitor it and who is going to be the administrator? What kind of sites are we going to open? What will be our marketing message?

Mirtala Parada Ward: In talking with Mimi McKay regarding the social media platform for DMH, a lot needs to be done internally to get this effort to move forward. DMH needs an assigned staff that will be actively responding to the posts, messages, comments or questions. In addition, resources need to be made available for the community. Currently, DMH is trying to develop this platform and hopefully this will be accomplished in the coming months.

Alex Elliott: For the DMH media platform, we have to specify the policies, particularly if someone is seeking our services or indicates they are in harm. We are also looking into developing something for our Tech Sweep Innovation Project. If I were to make a recommendation, I would say we should just claim the handle and keep it dark, just to move it forward.

Rogue Bucton: Are there any current Social Media Sites in operation?

Alex Elliott: Yes, @LACDMH on Instagram, Twitter, Facebook and YouTube. Also @WERISELA.

Rogue Bucton: Can you pull the policies for the existing social media websites?

Alex Elliott: That may be a possibility, but I am not sure. Let me look into that.

Mirtala Parada Ward: We are developing policies for the social media platform. The Department must adhere to all HIPPA requirements, and that may be an obstacle in developing the social media platform.

Rogue Bucton: How should our groups start preparing for the future of our website?

Alex Elliott: We can start thinking about our internal policies. We can also strategized about what we want to post and the frequency. We can start by leveraging the software and create an asset library.

Discussion: Capacity Building Projects for FY 2019-2020

Mirtala shared with the Subcommittee why we do Capacity Building Projects and why they are funded by DMH. The proposal submission process was discussed.

- The form shows guidelines, requirements and procedures on how Capacity Building Projects need to look like.
- We want to remove barriers to accessing Mental Health Services through the use of creative, culturally and linguistic appropriate non-traditional Mental Health outreach and engagement projects that target underserved communities.
- We want to develop Capacity Building Projects that are community driven and community informed.
- The Proposal form includes the following: Project description, purpose, objectives, justification, timeline, and outcomes. We also want to know about the community impact and possible outcomes.
- The subcommittee can select three (3) to four (4) Proposals for consideration. Once approved by the Subcommittee, DMH develops their ideas into an outreach and engagement program. Later, a Statement of Work (SOW) is developed internally.
- The County has an internal department called the Internal Service Department (ISD). ISD's role is to initiate the solicitation process to buy products. Therefore, these projects go out for a solicitation process and they eventually awarded to the lowest bidder. This process usually takes three to four months.
- Once the projects are awarded and the vendor is identified, everything about the project becomes public information. At that point, a copy of the SOW will be distributed to the subcommittee, so everyone will know what the project looks like.
- Once awarded, the awardee (Vendor) is introduced to the Subcommittee and members have the autonomy to provide feedback and recommendations regarding the implementation process.

PSA UPDATE:

- Daniel (Vendor) will start the production process for the PSA. He will come

Project Implementation Updates

to the Subcommittee to present the storyboard next month.

- Daniel will start to recruit the cast for the PSA in the coming weeks.
- Daniel hopes to be done with the Project by mid-October 2019.

Wayfinder Family – Alice Burdett:

- Provided a brief update via telephone.
- Ms. Burdett will give a full presentation in the November 2019 meeting.
- Wayfinder was awarded two projects:

Project #1: Deaf, Hard of Hearing, Blind, and Physical Disabilities Clinical Mental Health Training - The project will provide mental health clinicians with an opportunity to become trained in identifying and treating the unique mental health needs and challenges faced by the Deaf, Hard of hearing, Blind, physically disabled communities. The Vendor will be responsible for the facilitation of a one-day clinical training for mental health clinicians and providers.

Project #2: Deaf, hard of Hearing, Blind, and Physical Disabilities Peer to Peer Network – Three phase project:

Phase #1 – recruitment of Peer Mentors into a Peer Mentor Training program

Phase #2 – Peer Mentors will go out into their communities and provide community mental health presentations and they will meet on a monthly basis for a peer mentor collaborative;

Phase #3 – Peer Mentors, facilitated by the Trainer, will invite individuals who attended the community mental health presentations, as well as other stakeholders to attend a Symposium where a White Paper will be presented.

- We will soon have flyers to share about participating.
- **Review of Suggested Capacity Building Projects for FY 2019/2020**

Mental Health Needs Assessment for 5 groups: 5 Projects (#1-5)

- Translate in ASL
- Signing Assessment
- Technology Tablet
- Community needs assessment data

Task Force

- Finding more vendors and monitoring Los Angeles County (LAC) requirements
- Recruit professionals/experts/ people with special skills to develop a taskforce to produce feedback from participants; surveys
- Have community education and outreach about the group including peers

Media Marketing Campaign for the PSA – Radio and Television

- Outreach to vendors/ community feedback/ peer group
- Marketing Plan – develop marketing plan and implementation
- Needs Assessment – contracting with vendors (braille)
- Capacity Building Projects

Workforce Development – Who will serve the clients?

- **Promotores** - to target the disabled community
- **Outreach** – Outreach events in high schools and colleges and talk about job opportunities in the field of mental health and ASL interpretation (target MSW, MFT students and high school students)
- **Transportation** - Accessibility and Penetration Rate for Disabled Community
 - Pilot – create the best practice: ride sharing to events, case management and clinical integration (start with a small group)

	<ul style="list-style-type: none"> ➤ Facilitators facilitated the meeting. ➤ There was a few curveballs and the group adjusted and modified their plans. ➤ Audio problems were taken care of in a timely matter. ➤ Participation was good and the feedback was taken and utilized and went well. ➤ Great teamwork and everyone came together. <p><u>What can we improve upon?</u></p> <ul style="list-style-type: none"> ➤ Conference call line background noise. ➤ If possible, have an emergency backup phone number. <p><u>Sylvia Youngblood:</u> Access has an App that you can call an Uber or Lyft from Union Station, El Monte Bus Station or any major Bus Station to get a ride to any subcommittee meetings. In addition, they have a separate division where they are working on helping students and adults with their daily commutes. Per Alex Elliott, "Access for Transit does not need booking a day in advance."</p>
Meeting Adjourned	12:00 P.M.
Next Meeting	October 9, 2019 - 10:00 A.M. to 12:00 GLAD 2222 Laverna Ave. Los Angeles, 90041